

KENTUCKY WORKFORCE INVESTMENT BOARD

BUSINESS MEETING

August 12, 2004

Elizabethtown Community and Technical College
Elizabethtown, Kentucky

Members Present: Mr. Baker, Representative Clark, Mr. Garrison, Ms. Grissom, Colonel Head, Ms. Jones, Mr. Rapier, General Shane, Ms. Taylor.

Members Absent: Mayor Abramson, Representative Adams, Senator Borders, Governor Collins, Mr. Clouse, Mr. Dixon, Mr. Geary, Mr. Layzell, Judge/Executive May, Dr. McCall, Mr. McQueen, Ms. Meurer, Mr. Mills, Mr. Oilschlager, Senator Pendleton, Mr. Ramsey, Mr. Richardson, Mr. Richmond, Mr. Sotsky, Ms. Tamme.

CALL TO ORDER

In the absence of the KWIB Chair, Mr. Ken Oilschlager, Mr. Nicky Rapier, Vice-Chair of the Local Liaison Committee, called the meeting to order at 10:35 a.m.

A quorum was not present.

WELCOME

Dr. Thelma White, President of the Elizabethtown Community and Technical College, welcomed the KWIB members and other participants to the ECTC, giving a brief introduction to the College, its recent successes – including enrollment of 5,000 students the previous fall, referencing positive expectations for the future, and their involvement in workforce development.

APPROVAL OF MINUTES

The minutes of the May 13, 2004, KWIB meeting were not presented for approval because of the lack of a quorum. However, the meeting presider gave KWIB members an opportunity to note corrections or amendments to the minutes. There were none.

COMMITTEE REPORTS

Joint Accountability and Funding, Local Liaison, and Marketing and Public Relations Committees – Mr. Rapier reported that:

- Their discussion focused on the one-stop certification process.
- One-stop certification is a worthwhile project, not rushed, and in spite of 6/30/04 and 8/12/04 meetings, additional discussions are needed.
- These committees reached a consensus that an eight-person task force composed of two (2) LWIA representatives; two (2) partner representatives; Mike Garrison, Chair of the Marketing/Public Relations committee; himself, Nicky Rapier, as Vice-Chair of the Local Liaison Committee; a representative from Nancy

- Laprade's office; and a representative from Susan Craft's office, should complete a draft certification process.
- The task force is to meet on September 1, 2004, for a two-hour working session to consolidate a draft document.
 - The task force will submit that draft document to the joint committees in October 2004.
 - A final one-stop certification document will be submitted to the KWIB at its November 2004 meeting for their vote.

Accountability / Funding and Local Liaison Committee – Rapier reported the following:

- The committee is working to develop and better utilize system wide data. He referenced the report on page 14 of the agenda book.
- The committee recommends that the action strategies be approved at the November meeting as presented with the expectation that they will be revisited every six to twelve months and revised or adjusted as appropriate.
- There was some confusion regarding the dates of the stated reporting period. Susan Craft's office will check on the reporting period ending dates.
- The one-stop system activity report showed 10,000 employer transactions and more than 1.9 million individual contacts.
- The 70 percent dislocation response rate indicates that people are aware of the one-stop system.

At Rapier's request, Susan Craft reported that as of July 1, 2004, the Office of Employment and Training / Workforce Services has contracted with the University of Kentucky regarding the U.S. Department of Labor performance measures. OET WS and UK staff worked together to ensure that data would be in an appropriate format, and while there are challenges, the contract is acceptable. LWIA representatives expressed concern that lack of an 800 number at UK would result in an inadequate response rate. Craft reported that the response rate will be monitored and that changes will be made in the process if the rate is low.

Joint Business and Industry and Youth Committees – Margaret Grissom, Vice Chair of the Business and Industry Committee, reported the following:

- Jamie Justice, Director of Technical Education and Workforce Development with the Kentucky Community and Technical College System, spoke about the KEC and KMSS credentials that are offered through KCTCS. In response to committee member questions, he responded that KWIB can promote these credentials by sharing information about them and by greater cooperation among partners.
- Noting that Governor Fletcher has signed an executive order establishing a Life Sciences/Biosciences Consortium, the committee suggested that the KWIB chair write to Governor Fletcher and the Consortium offering KWIB support.

- A business services template workgroup had met to begin developing the Best Practices Model that will include successful ventures from the LWIAs.
- Carlos Cracraft presented the Workforce Information Core Products and Services Plan for program year 2004. Committee members suggested two minor changes and suggested that the KWIB Chair sign the support letter.
- Committee members expressed satisfaction with the great job done on the LED project, suggesting that the Marketing Committee plan a campaign to publicize the information that will be available. Cracraft reported that data should be available by September 2004.
- The Workforce Kentucky website report shows a lot of use.

Marketing and Public Relations Committee – Mike Garrison reported the following:

- The PowerPoint template should be ready before the November meeting.
- The newsletter format had been reviewed with some suggestions including inclusion of new staffing assignments, an organizational chart, state and local KWIB meetings and coming event schedules.
- Utilization of the website has increased. Staff will follow up on questions about some of the data reported.
- The New West notes had been reviewed. The ongoing marketing plan had not been implemented. There is a need to promote business services. The Worknet banding matter has not been resolved. New West will provide summaries of one-stop awareness by mid-September, 2004. A Marketing Committee meeting will be called after that report is received.
- The Division of Workforce Services will get pictures of each one-stop and signs, etc., for New West's efforts.
- The committee emphasized the need for cabinet level and general public awareness of the KWIB, one-stops, and services available to employers and employees.

DISCUSSION

Mr. James Baker requested information on the Rapid Response initiatives and asked whether the metric system is being taught, particularly by KCTCS institutions.

Susan Craft provided information about the Rapid Response program.

A KWIB committee will explore what is being done to teach the metric system.

Ms. Glenna Taylor asked about promotional efforts, such as a golf event, that could help to raise awareness of the KWIB.

Mike Garrison responded that the Marketing Committee is focusing on a marketing message rather than means of distribution at this time.

PRESENTATION

Dr. Keith Bird, Dr. Thelma White, Beth Jefferson, Sherry Johnson, and Tony Welch presented a successful multi-partner Lincoln Trail/Elizabethtown workforce development initiative.

COMMENTS

Andy Fraenhoffer, then Assistant Director in the Office of Employment and Training and future Deputy Commission for the Department for Workforce Investment, introduced himself. He anticipates appointment to the KWIB as the Education Cabinet representative.

Dr. Penny R. Smith, Executive Director of the Office for Employment and Training, introduced herself.

Nancy Laprade summarized recent and future events, including Ed Barlow's presentation to an audience of more than 400 at a County Judges meeting, a KWIB presentation that will be given at the September SHRM conference in Louisville, and the fall 2004 SETA conference scheduled for September 19-22 in Lexington, Kentucky.

Susan Craft's administrative update included the following:

- The WIA annual report is due October 1, 2004. The data collection reports being written by departmental information technology staff will be distributed to the LWIAs for validation and narrative articles have been solicited. The first draft will be ready by September 7, it will be sent to cabinet editorial staff by September 13, and to the executive committee on September 20.
- The Workforce Services Division
 - has implemented the on-line financial reporting system.
 - is reviewing the USDOL EMIL system.
 - has begun developing a new state plan. A one-year extension was received last year.
 - is working with UK on a customer satisfaction survey.
 - has submitted an intent to participate as a protégé state in a best practices project.
- The NASWA Conference will be held in Louisville the week of September 15th.
- The Bluegrass WIA will host SETA the week of September 20th.

On behalf of the KWIB, Nancy Laprade, expressed appreciation to Dr. White and the ECTC for their hospitality.

The meeting was adjourned.